



Media Information

1 April, 2017

BMW launches dDrive dog basket to recreate the thrill of the open road at home

- BMW announces its latest pioneering dDrive technology with an innovative dog's bed.
- The dDrive dog basket is powered by a TwinPower Turbo fan to let pining pets experience the feeling of the wind in their hair from the comfort (and safety) of their own home.
- Customisable in luxurious Nappa leather and 12 different colours for pampered pooches.
- Owners are encouraged to visit BMW Park Lane for a test drive.

The sheer driving pleasure of a BMW is not exclusive to drivers. Furry passengers can now enjoy the BMW dDrive dog basket, which comes with an in-built fan so pets can experience the exhilaration of the open road from the safety of their basket.

The basket is the perfect gift for dogs who love the thrill of driving but sometimes get a little too close to the edge of the window for comfort. The revolutionary carbon fibre, TwinPower Turbo fan sets a new standard in efficiency, whilst three power modes (ECO PRO, COMFORT and SPORT) to alter speed guarantee a fully customisable experience. Upholstered in luxurious Nappa leather, even the colour and finish of your BMW dDrive model can be personalised to match the unique style of your dog.

Jack Russell, Head of Product Fabrication, says: "We want everyone to be able to enjoy the sheer driving pleasure of a BMW and so we have taken our innovations in mobility solutions using carbon fibre and TwinPower Turbo technology to provide a product for a brand-new audience. Owners can also feel safe in the knowledge that their canine friends are enjoying the thrill of driving in a BMW without any potential mishaps or damage to the back seats."

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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